



Gerry Ross  
Kupa'a Farms  
Box 458  
Kula HI 96790  
[lavaboy@hawaiiantel.net](mailto:lavaboy@hawaiiantel.net)  
808-876-0678

## **Building a Direct Market Through a CSA**

**What is a CSA?:** Community Supported Agriculture; direct farmer to consumer relationship; can be subscription (monthly, quarterly, yearly), can include on-farm work in exchange for full or partial produce share

### **Kupa'a Farms CSA:**

- Running for 70 plus weeks without a hitch
- we do the harvest and customers receive between 12 and 15 items (typical contents: arugula, basil, chard, carrots, kale, lettuce, onions, tomatoes, lemons, papaya, pineapple, mango, potatoes)
- typically a dozen types of vegetables and herbs and 3-4 fruits
- \$30/week paid a month at a time; standby list of customers
- customers within 3 miles get free delivery; others are encouraged to pick up at the farm
- value based on visits to local markets

As concerns over food security and quality rise this appeals to a broad market; fresh, local and diverse and a personal connection to the farmer; consumer trust and enhanced farmer satisfaction through feedback

### **Upsides:**

- Consistent market for produce (farmer)
- limited transport costs (farmer/consumer)
- opportunity to connect to consumer (farmer)
- consumer pays more than wholesale but less than retail (win-win farmer/consumer)
- scalable (what works for 25 customers may be much harder at commodity scale for example netting cucumbers)
- customer gets rip, diverse, fresh produce picked day of delivery (farmer/consumer)
- seasonal variation in produce is acceptable (farmer)

### **Downsides:**

- Weekly/yearly so not much time for a break (farmer)
- Requires diversity (need to be able to grow a wide variety of items); can hui with other farmers for increased size and diversity (farmer)
- Not all customers can handle the diversity (we provide recipes to help) (consumer)
- Requires more packing and organization (farmer)